

> Northgate Promotes Healthier Eating for Latinos

Northgate Promotes Healthier Eating for Latinos

May 21, 2009 6:00 AM

ANAHEIM, Calif. — Northgate Market here, a 30-store chain serving Hispanic communities in Southern California, said it is launching a long-term program to promote health and wellness for employees and consumers — a program designed by Latinos for Latinos, the company said.

Entitled “Viva la Salud,” the program includes health-risk assessments and wellness activities for employees and a variety of activities and products aimed at consumers, the company said.

In partnership with government- and community-based organizations, Viva La Salud consumer activities will focus on maintaining a traditional Latino diet while preparing food in healthier ways, the company explained. The chain will also feature “100 Healthful Products” in sales and specials during the initial launch period and will make free health screenings available at stores, along with information on accessing health care for the uninsured and under-insured.

The program will also include a “cook’s day” featuring cooking demonstrations and dieticians providing information on healthier eating.

Read More of [Today's Headlines](#)